

The thesis „Typography of the literary magazine Plamen (1959-1969)“ concerns itself with the overall graphical appearance of the important Czech literary magazine Plamen, published in the years 1959 to 1969. It notes the various elements of the types and the typesetting – the fonts used for texts and for titles, the typesetting of prose, poetry and entertainment pages. The paper describes, analyses and categorises myriad typographical solutions of titles and of the magazine's covers. An important part of the research is the list of artists whose work was published during the magazine's existence and the conclusions drawn from this list that show Plamen's attitude towards the visual arts. The paper further notes the physical characteristics of the magazine and the limitations caused most of all by the technological possibilities of the period, including the quality of paper, the page format and the use of coloured printing. It gives a perspective of the magazine's appearance by comparing it with other contemporary literary magazines. The paper offers an overview of the graphical appearance of Plamen from all the assessed components, it builds an understanding of the magazine's development and it shows the conceptional unity of the main typographer Oldřich Hlavsa's design and compares the difference of approach of his successor Ivan Urbánek.